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Seven Lucky Winners Savor Red Carpet Treatment from Coca-Cola® Telenovela Club and Universal Studios HollywoodSM

Telenovela Stars Jaime Camil and Patricia Navidad of “Por Ella Soy Eva” share a unique moment with fans

LOS ANGELES--(BUSINESS WIRE)-- Lights, camera, action! Recently the Coca-Cola Telenovela Club rolled out the red carpet, giving seven lucky winners the ultimate star treatment at Universal Studios HollywoodSM, The Entertainment Capital of L.A.SM

Jaime Camil and Patricia Navidad, stars of the telenovela hit "Por Ella Soy Eva", speak to media before meeting the winners of the Coca-Cola Telenovela Club sweepstakes. The telenovela stars were joined by seven lucky winners and their guests at Universal Studios Hollywood for an exciting weekend of activities. (Photo: Business Wire)

Described by some as "the experience of a lifetime," each telenovela fan enjoyed a vacation for five to Universal

Studios Hollywood to receive star treatment with the "VIP Experience" – an exclusive behind-the-scenes guided tour of a working movie studio including front of the line access for all theme park rides, shows and attractions.

"The weekend was just incredible. From the first day, we were treated like superstars," said Ana Brown, 31, winner from San Antonio. "It was so great to be able to meet two telenovela stars that are currently acting in one of my favorite novelas. I had to remind myself that they weren't the characters themselves, but the talented actors that bring them to life."

In partnership with Univision Communications Inc, the leading media company serving Hispanic America, the seven winners were selected from a combination of local radio promotions and an online sweepstakes through Univision.com. Another opportunity to win came from a joint promotion with Family Dollar-- all part of the year-long Coca-Cola Telenovela Club program. The winners experienced an incredible weekend alongside two of Hispanic-America's biggest novela actors, Jaime Camil and Patricia Navidad, stars of the hit Univision Network series "Por Ella Soy Eva" (For Her, I'm Eva), a family-oriented novela produced by Televisa.

"For more than 100 years, Coca-Cola has been part of the celebrations shared by Hispanic families. From bautizos to quinceañeras to our kids' sports victories to graduation and treasured family vacations, Coke has always been there to refresh dreams, bring people together and help create new family memories," said Al Rondon, Senior Brand Manager, Hispanic Marketing, Coca-Cola North America.

"We are thrilled to partner with Coca-Cola to give our fans a one-of-a-kind experience with the stars of the hit novela 'Por Ella Soy Eva,'" said Rick Alessandri, executive vice president, Enterprise Development, Univision Communications Inc. "This is a way to bring fans even closer to the stars they come to love every day on Univision."

“We are pleased to bring our novelas to Hispanic families with Coca-Cola, our partner for many years. With Coke we can give fans the opportunity to make their dreams come true through the magic world of novelas” said Maca Rotter, executive director, Televisa Consumer Products.

The winning families from San Antonio, TX, Merced, CA, San Jose, CA and Wolverine, MI, received airfare, hotel accommodations and tickets to Universal Studios Hollywood, the theme park known for its thrilling rides, including the latest blockbuster attraction, “Transformers™: The Ride—3D, and the world-famous studio tour of the working movie studio. They were joined by local winners from Bakersfield, CA and San Diego, CA and also received \$500 in spending money plus a personal meet-and-greet with telenovela superstars Camil and Navidad during a gala hosted by Coca-Cola.

"The Coca-Cola Telenovela Club provided us with the opportunity to meet with some of our most loyal fans who not only enjoy our work, but also embrace the telenovela world," said Camil.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

About Universal

Universal Studios Hollywood, The Entertainment Capital of L.A.SM, includes a full-day, movie-based theme park and Studio Tour; the CityWalk entertainment, shopping and dining complex, the Universal CityWalk Cinemas, the “5 Towers” state-of-the-art outdoor concert venue, and the Gibson Amphitheatre concert and special event arena. World-class rides and attractions include the critically-acclaimed mega-attraction, “Transformers™: The Ride—3D,” the intense, award-winning ride, “King Kong 360 3-D” on the famed behind-the-scenes [Studio Tour](#), “The Simpsons Ride™,” “Revenge of the MummySM —The Ride” indoor roller coaster and “Jurassic Park® —The Ride.”

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